



## LOSSAN RAIL CORRIDOR AGENCY BOARD OF DIRECTORS MEETING

**Monday, May 18, 2020**  
**11:15 a.m. - 12:30 p.m.**

Orange County Transportation Authority Headquarters  
Board Room, Conference Room 07-08  
550 South Main Street  
Orange, CA

### **Agenda Descriptions**

The agenda descriptions are intended to give members of the public a general summary of items of business to be transacted or discussed. The posting of the recommended actions does not indicate what action will be taken. The Board of Directors may take any action which it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

### **Public Availability of Agenda Materials**

All documents relative to the items referenced in this agenda are available for public inspection at [www.lossan.org](http://www.lossan.org) or through the LOSSAN Clerk of the Board's Department at the OCTA Headquarters, 600 South Main Street, Orange, California.

Any person with a disability who requires a modification, accommodation or agenda materials in an alternative format in order to participate in the meeting should contact the LOSSAN Clerk of the Board, telephone (714) 560-5676, no less than two (2) business days prior to this meeting to enable LOSSAN to make reasonable arrangements to assure accessibility to this meeting.

### **Guidance for Public Access to the Board of Directors/Committee Meeting**

On March 12, 2020 and March 18, 2020, Governor Gavin Newsom enacted Executive Orders N-25-20 and N-29-20 authorizing a local legislative body to hold public meetings via teleconferencing and make public meetings accessible telephonically or electronically to all members of the public to promote social distancing due to the state and local State of Emergency resulting from the threat of Novel Coronavirus (COVID-19).

In accordance with Executive Order N-29-20, and in order to ensure the safety of the Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency (LOSSAN) Board of Directors (Board) and staff and for the purposes of limiting the risk of COVID-19, in person public participation at public meetings of LOSSAN will not be allowed during the time period covered by the above referenced Executive Orders.

## **Guidance for Public Access to the Board of Directors/Committee Meeting (continued)**

Instead, members of the public can listen to AUDIO live streaming of the Board and Committee meetings by clicking the below link:

<http://www.octa.net/About-OCTA/Who-We-Are/Board-of-Directors/Live-and-Archived-Audio/>

Public comments may be submitted for the upcoming Board and Committee meetings by emailing them to [boardofdirectors@octa.net](mailto:boardofdirectors@octa.net).

If you wish to comment on a specific agenda Item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

In order to ensure that staff has the ability to provide comments to the Board Members in a timely manner, please submit your public comments **30 minutes prior to the start time of the Board and Committee meeting date.**



# BOARD OF DIRECTORS AGENDA

## 2020 BOARD OF DIRECTORS

(revision as of 3/05/20)

County	Members	Alternates
<b>San Luis Obispo:</b> 1 vote	Fred Strong Council Member, City of Paso Robles Member, San Luis Obispo Council of Governments	Andy Pease Council Member, City of San Luis Obispo Member, San Luis Obispo Council of Governments
<b>Santa Barbara:</b> 1 vote	Gregg Hart Supervisor, 2nd District Santa Barbara County Board of Supervisors Member, Santa Barbara County Association of Governments	Cathy Murillo Mayor, City of Santa Barbara Member, Santa Barbara County Association of Governments
<b>Ventura:</b> 1 vote	Bryan A. MacDonald Council Member, City of Oxnard Member, Ventura County Transportation Commission	Jim White Representative, Ventura County Transportation Commission
<b>Los Angeles:</b> 2 votes	Jess Talamantes Council Member, City of Burbank Member, Los Angeles County Metropolitan Transportation Authority  John Fasana Council Member, City of Duarte Member, Los Angeles County Metropolitan Transportation Authority	David Perry Representative, Los Angeles County Metropolitan Transportation Authority  Mary Lou Echternach Representative, Los Angeles County Metropolitan Transportation Authority
<b>Orange:</b> 2 votes	Al Murray (Chairman) Representative, Orange County Transportation Authority  Tim Shaw Council Member, City of La Habra Member, Orange County Transportation Authority	Laurie Davies Mayor, City of Laguna Niguel Member, Orange County Transportation Authority  Joseph L. Muller Council Member, City of Dana Point Member, Orange County Transportation Authority



# BOARD OF DIRECTORS AGENDA

County	Members	Alternates
<b>Riverside:</b> 1 vote	Dana Reed (Vice Chairman) Mayor Pro Tem, City of Indian Wells Member, Riverside County Transportation Commission	Randall Bonner Council Member, City of Canyon Lake Member, Riverside County Transportation Commission
<b>San Diego:</b> 2 votes	Jewel Edson Mayor, City of Solana Beach Member, North County Transit District  Caylin Frank Deputy Mayor, City of Poway Member, San Diego Metropolitan Transit System  Ellie Haviland Mayor, City of Del Mar Member, San Diego Association of Governments	Priya Bhat-Patel Mayor Pro Tem, City of Carlsbad Member, North County Transit District  Bill Sandke Council Member, City of Coronado Member, San Diego Metropolitan Transit System  Ron Morrison Council Member, City of National City Member, San Diego Association of Governments
<b>Ex-Officio Members:</b>		
<b>Amtrak</b>	Tamika Smith Representative, Amtrak	
<b>California Department of Transportation</b>	Kyle Gradinger Representative, California Department of Transportation	Andrew Cook, Representative, California Department of Transportation
<b>California High-Speed Rail Authority</b>	(Vacant)	
<b>Southern California Association of Governments</b>	(Vacant)	

**Call to Order**

**Roll Call**

**Pledge of Allegiance**

Chairman Murray

**1. Public Comments**

**Special Calendar**

There are no Special Calendar Matters.

**Consent Calendar (Items 2 through 7)**

All items on the Consent Calendar are to be approved in one motion unless a Board Member or a member of the public requests separate action or discussion on a specific item.

**2. Approval of Minutes**

Approval of the minutes of the LOSSAN Agency Board of Directors meeting of February 18, 2020.

**3. Fiscal Year 2019-20 Second Quarter Budget Status Report**

Jason Jewell

**Overview**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Fiscal Year 2019-20 Budget was approved by the Board of Directors on March 18, 2019, and amended on June 17, 2019, in conjunction with the approval of the annual business plan for fiscal years 2019-20 and 2020-21. This report provides a summary of financial activities and performance through the second quarter of fiscal year 2019-20, covering the months of July through December 2019.

**Recommendation**

Receive and file as an information item.

**4. Pacific Surfliner Marketing Update**

Emilia Doerr

**Overview**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Fiscal Year 2019-20 marketing efforts support key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal years 2019-20 and 2020-21 Business Plan by engaging in marketing strategies and programs designed to help grow awareness, ridership, and revenue on the Pacific Surfliner service. This report provides a summary of marketing activities and performance from January - March 2020 including strategic marketing and communications response to the COVID-19 global health crisis.

**Recommendation**

Receive and file as an information item.

**5. Amendment to the Federal Fiscal Year 2019-20 Operating Agreement with Amtrak for Pacific Surfliner Intercity Passenger Rail Service**

Jason Jewell

**Overview**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency seeks to enhance the Pacific Surfliner business class service by providing a consistent and upgraded passenger experience by installing new refreshed seating, carpeting and drapes on Pacific Surfliner business class cars. Staff is seeking authorization to amend the current federal fiscal year 2019-20 Amtrak operating agreement and execute funding agreements necessary to allow the implementation of these enhancements to the business class cars operating on the Pacific Surfliner service.

**Recommendations**

- A. Authorize the Managing Director to amend the Amtrak operating agreement for federal fiscal year 2019-20 for business class equipment enhancements in an amount not to exceed \$1,500,000.
- B. Authorize the Managing Director to execute all funding agreements necessary for business class equipment enhancements.

**6. Agreement for Pacific Surfliner Digital Marketing Services**

Emilia Doerr

**Overview**

On February 18, 2020, the Board of Directors approved the release of a request for proposals for consultant services to provide digital marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement for these services.

**Recommendations**

- A. Approve the selection of GoSeeTell Network, doing business as Sparkloft Media to provide digital marketing services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-0-0001 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and GoSeeTell Network, doing business as Sparkloft Media, in the amount of \$198,000, to provide digital marketing services for the Pacific Surfliner marketing program for a one-year term.

**7. Amendment to Cooperative Agreement No. L-9-0005 for the Rail 2 Rail Program with the Southern California Regional Rail Authority and the National Railroad Passenger Corporation**

James D. Campbell

**Overview**

The Rail 2 Rail Program provides significant benefits to passengers traveling on the Los Angeles - San Diego - San Luis Obispo rail corridor by increasing the number of train options for travel along the corridor. The current Rail 2 Rail Program agreement between the Pacific Surfliner and Metrolink services expires on June 30, 2020, and an amendment to the agreement is necessary to continue the program.

**Recommendations**

- A. Authorize the Managing Director to negotiate and execute Amendment No. 1 to Agreement No. L-9-0005 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency, Southern California Regional Rail Authority, and National Railroad Passenger Corporation to continue the Rail 2 Rail program for a term of three months through September 30, 2020 and to maintain the maximum obligation of \$2,400,000.

**7. (Continued)**

- B. Direct the Managing Director to continue to work with the Southern California Regional Rail Authority and National Railroad Passenger Corporation to pursue an alternate program to facilitate cost-sharing of the Rail 2 Rail program with passengers.

**Regular Calendar**

**8. Final Approval of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Business Plan Submittal for Fiscal Years 2020-21 and 2021-22**

Roger M. Lopez

**Overview**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency is required to submit an annual business plan to the California State Transportation Agency each year. The business plan is a two-year planning document that outlines operations and service goals, discusses any proposed changes to the Pacific Surfliner service, and provides the basis for the annual budget request. The Los Angeles - San Diego – San Luis Obispo Rail Corridor Agency business plan for fiscal years 2020-21 and 2021-22 is presented for review and approval.

**Recommendations**

- A. Adopt the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2020-21 and 2021-22.
- B. Approve the staff submittal of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2020-21 and 2021-22 to the Secretary of the California State Transportation Agency on May 1, 2020.
- C. Direct staff to return to the Board of Directors in September 2020 with an updated business plan that includes revised budget assumptions consistent with the revenue and expense estimates provided by Amtrak for federal fiscal year 2020-21.



- 9. 2020 Transit and Intercity Rail Capital Program Grant Award Authorization**  
James D. Campbell

**Overview**

The California State Transportation Agency has awarded the Los Angeles – San Diego - San Luis Obispo Rail Corridor Agency \$38.7 million in 2020 Transit and Intercity Rail Capital Program grant funding to advance much-needed capital improvements and planning studies on both the northern and southern ends of the Los Angeles - San Diego - San Luis Obispo rail corridor. Staff requests to allow the Managing Director to accept the grant funding, and to negotiate and execute all necessary grant-related agreements with the California Department of Transportation and California State Transportation Agency.

**Recommendation**

Authorize the Managing Director to accept \$38.7 million in 2020 Transit and Intercity Rail Capital Program grant funds and to negotiate and execute all necessary agreements with the California Department of Transportation and California State Transportation Agency.

**Discussion Items**

- 10. COVID-19 Impacts on Ridership and Revenues and the CARES Act**  
Donna DeMartino/Roger M. Lopez/Jason Jewell

An overview of ridership and revenue impacts and more detailed information about the federal funding package for Amtrak and its impact on the Pacific Surfliner's financial projections for Fiscal Year 2020-21.

- 11. COVID-19 Impacts on Marketing and Communications**  
Donna DeMartino/Emilia Doerr

An overview of the LOSSAN and Amtrak responses to the initial COVID-19 impacts, ongoing communications, and marketing impacts and opportunities.

- 12. Managing Director's Report**

- 13. Board Members' Report**

- 14. Closed Session**

There is no Closed Session scheduled.



### 15. Adjournment

The next regularly scheduled meeting of this Board will be held:

**Monday, June 15, 2020**

**11:15 a.m. - 12:30 p.m.**

Orange County Transportation Authority Headquarters

Board Room - Conference Room 07-08

550 South Main Street

Orange, California.